

the brand spectrumSM

A LENS FOR CLARIFYING & MAGNIFYING YOUR BRAND

UNDERSTANDING & DISCOVERY

YIELDS

Data and context

 **FINDINGS REPORT**



BRAND LABS BRAND AUDITS

Mission & Vision
Customers & Experience
 Touchpoints
 Sales History & Process
 Customer Satisfaction
Key Products & Services
Culture & History
Business Strategy
Market Environment
Competitor Landscape
Research & Analysis
 Site Visits
 Observation
 Interviews
 Surveys
 Focus Groups

ARTICULATING & CLARIFYING

YIELDS

Personality and the potential story you have to tell



Core Values
Brand Attributes
Strengths & Weaknesses
Opportunities & Threats
Future-Casting
Business Category
Audiences
Target Market
Differentiators
Competitive Advantage

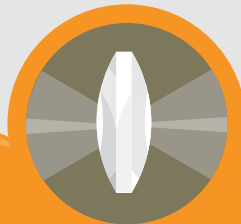
a brand becomes stronger as you narrow the focus

POSITIONING & DIFFERENTIATING

YIELDS

Your uniqueness and value

 **BRAND BRIEF**



UNIQUE VALUE PROPOSITION

Who are we to our audiences?
And why is it important?

IDENTIFYING & CREATING

YIELDS

Your identity and creative assets

 **BRAND PLAN**



Name
Logo
Tagline
URL
Narrative
Personality
Voice & Tone
Key Messages
Visual Style
 Color Palette
 Graphic Standards
 Imagery Style
Product/Service Creation

APPLYING & EXTENDING

YIELDS

How you show up in the world



Environment

Customer Experience
 Employee Behavior
 Brand Manifesto

Online and Mobile

Website
 Email
 Video
 Social Media
 Apps

Word of Mouth

Brand Manual

Stationery & Collateral
 Signage & Wayfinding
 Vehicles
 Packaging
 Trade Show
 Advertising
 Ephemera

Public Relations Events


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